File Burson

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TO: Steve Parrish DATE: December 16, 1991

FROM: Thomas Borelli

SUBJECT: Burson-Marsteller Meeting

As you requested, set forth below are some suggestions for discussion topics at our January 3rd meeting with Burson-Marsteller.

no litigation

1. EPA Announcement Day Media Plan

2. Draft Ads

3. IAQ=Ventilation

BCIA => PTA

BCIA - → VNA - Meckler Robertson

- Burson is preparing (see November 13th memo) a media plan on ventilation. The plan would utilize news clips, IAQ experts and third party experts.

- We have identified G. Meckler and the NCPA study as possible vehicles for communication. We also need a fluff piece on Meckler and his technology.

-OSHA related ventilation issues like the California Legionnaire's disease outbreak and the CDC morbidity and mortality data on Legionnaire's disease - as well as the proposed union emergency temporary standard have been discussed with Burson as possible news topics.

4. P. Hart Survey / facilitator

- Burson is preparing a plan to communicate the results of the survey. We have provided Burson with groups (SIP), Univ. of Missouri and the Institute of Food Technologists) that may be willing to sponsor the survey.

Dinner Annoyance study results

5. ETS Science video
   - Audio transcript was sent to Burson the first week of December.

"Natl. Chamber F

6. Economic impact of EPA regulations

"Find Funding mechanism" →

Forbes 1 or 2 Associations

— Ongoing activity of determining economic impact of EPA regulations. Burson is developing a plan to communicate the economic burden of EPA regulations. Burson and Manett Phelps are trying to identify appropriate 3rd party groups to sponsor the message.

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Source: https://www.industrydocuments.ucsf.edu/docs/nrgj0000

7. Investigative Reporter
   - Burson will make a recommendation as to whether we should approach J. Crewdson to investigate the ETS issue.

Steve will "check" → has letter

8. Video script/memo/letter from senior PM Executive
   - Designed for PM employee audiences when the EPA makes its announcement on ETS.

9. White Paper on ETS
   - Final draft due November 20th.

Done in draft form. 11/3/92

10. Burson was to follow-up on the Esquire (risk comparison table clip you distributed).

Bob [redacted] Burger Finding him

11. Wally Olsen → Manhattan Inst. cat of regulation

TJB/dlm

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